



Faculty of Applied and Creative Arts

BRANDING FOR SABAH PEARL

Tan Yin Yin

**Bachelor of Applied Arts with Honours
(Design Technology)
2018**

BRANDING FOR SABAH PEARL

TAN YIN YIN

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This project is submitted in partial fulfillment of
the requirements for the degree of Bachelor of Applied Arts with Honors
(Design Technology)

Faculty of Applied and Creative Arts
UNIVERSITI MALAYSIA SARAWAK
2018

PENJENAMAAN UNTUK MUTIARA SABAH

TAN YIN YIN

Projek ini merupakan salah satu keperluan untuk
Ijazah Sarjana Seni Gunaan dengan Kepujian
(Teknologi Seni Reka)

Fakulti Seni Gunaan dan Kreatif
UNIVERSITI MALAYSIA SARAWAK
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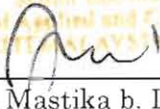
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Projek bertajuk '**Penjenamaan Untuk Mutiara Sabah**' telah disediakan oleh **Tan Yin Yin** dan telah diserahkan kepada Fakulti Seni Gunaan dan Kreatif sebagai memenuhi syarat untuk Ijazah Sarjana Muda Seni Gunaan dengan Kepujian (**Teknologi Seni Reka**).

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ABSTRACT

Pearl is famous in Sabah, but does not have a strong brand can represent the identity of Sabah pearl. The main objective of the research is to create a corporate brand to represent the identity of Sabah pearl. This study is to create a brand for Sabah pearl by the using the solution of design and branding is the scope of study. Hence, to collect primary data, interview with seller and customer was conducted in two major market in Sabah, that is Filipino Market Kota Kinabalu and Sandakan Central Market. Moreover, for secondary data, case study was conducted to analyzed the visual and promotional content of a corporate brand. Collected of primary and secondary data were the guideline to create and design the brand of Sabah pearl.

Keyword: Sabah pearl, branding, corporate brand

ABSTRAK

Sabah terkenal dengan mutiara, tetapi tidak ada satu jenama yang dapat menunjukkan identiti mutiara Sabah. Objektif utama kajian ini adalah untuk menghasilkan jenama korporat yang dapat memperkenalkan identiti mutiara Sabah. Dalam kajian ini, hasil penjenamaan untuk mutiara Sabah adalah melalui kaedah seni reka dan penjenamaan merupakan skop kajian. Untuk mendapatkan data primer, kaedah kajian temuduga dengan penjual and pelanggan dijalankan di 2 bandar di Sabah, iaitu Pasar Filipino dan Pasar Umum Sandakan. Untuk data sekunder, kaedah kajian kes dijalankan untuk menganalisis visual dan kandungan promosi dalam jenama korporat. Dapatan kajian untuk data primer dan data sekunder adalah panduan dalam menghasil dan mereka jenama untuk mutiara Sabah.

Kata kunci: Mutiara Sabah, penjenamaan, jenama korporat

CHAPTER 1: INTRODUCTION

1.1 Background

According to Khattak (2017), a pearl is a hard object with soft tissue of a living shelled mollusk, composed of calcium carbonate in minute crystalline form, which has been deposited in concentric layers. Pearls have three categories, which is natural pearls, cultured pearls and imitation pearls (Borneo Pearls, 2016). 99% of pearl in the market are cultured pearls and 1% of natural pearl commercialized are usually found by fisherman (Genisi, 2008). The three most familiar kind of saltwater cultured pearls are Akoya pearls, South Sea pearls and Tahitian pearls (Genisi, 2008). In Sabah, there are two island named Silumpat Island and Timbun Mata Island found nearby Tawau, Sabah, are farming for top grade of South Sea Pearls (Edward Kong South Sea Pearl Starhill Gallery-The specialty of Malaysia, 2011). The Department of Fisheries Malaysia Annual Fisheries Statistics (2013) reported that Sabah with the most number of oyster culturists, had contributed 97% of oyster production (oysters recorded in Sabah is based on the pearl oyster culture instead of edible oyster culture in Peninsular Malaysia) from the total wholesale value.

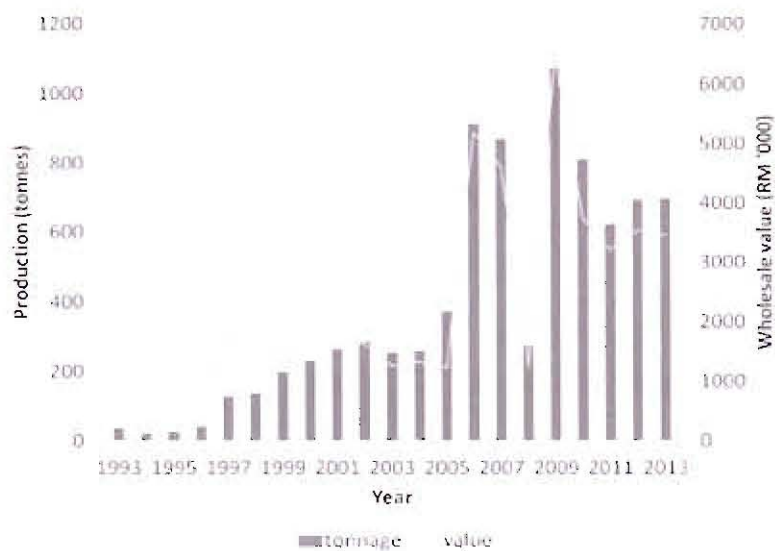


FIGURE 1: Oyster production and wholesale value of oysters in Malaysia from 1993-2013

(Department of Fisheries Malaysia Annual Fisheries Statistics, 2013)

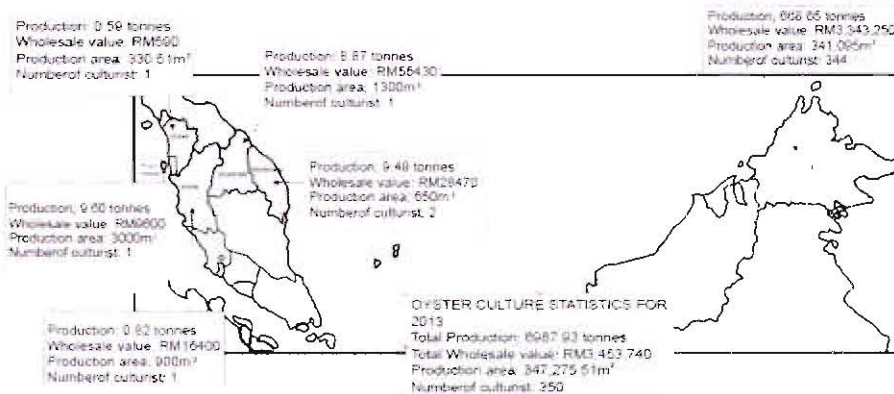


FIGURE 2: The oyster culture sites and statistics on production in year 2013

(Department of Fisheries Malaysia Annual Fisheries Statistics, 2013)

1.1.1 10 Fascinating Facts About Pearls (Crofts, 2016)

- Pearls are the only jewelry produced by living animal. There are less than 1 in every 10,000 natural pearl found in wild oysters.
- All pearl oyster are originally male then transform to female around three years of age.
- The characteristics of three major kind of saltwater cultured pearls are same but they are from different species of oyster. These oceanic oysters grow only a pearl at a time.
- Freshwater pearls can grow in fishpond to lakes. A single freshwater mussel can grow 30 to 50 pearls at a time.
- Even though South Sea Pearls and diamond are rare, but the weight of a diamond production each year is about 10 times greater than the weight of the South Sea harvest in a year.
- Pearl oysters used for their shell and meat
- The earliest record of pearls as precious object are artefact of Mesopotamia.
- A pearl with 2000 year old was found in an Australian Aboriginal archaeological dig of Western Australia.
- A 500 year old pearl known as La Peregrina, is pear shaped and the size of large pigeon egg was previous owned by Napoleon Bonaparte (King of Spain) and Elizabeth Taylor. It is one of the most famous pearls in the world.
- Nowadays, there are strict protocols and regulation for pearl divers to reduce the risks due to the high mortality rate, hazard of shark attacks and hamstring effects of bends with every dive.

1.2 South Sea Pearls

Genisi (2008) stated that Pinctada Maxima is the pearl oyster of South Sea Pearl. Pinctada Mxima is a very delicate animal, it lives in deep waters to protect itself and it characterizes by high death percentage so it also known as “Golden-lipped oyster” (Genisi, 2008). South Sea Pearl is Mother-of-pearl shell, it is rare and precious with its characteristics of golden or silver color and superior dimensions, cultured in Australia, Indonesia, Philippines, Burma, and Malaysia due to the hot sea water temperature in South-East Asia (Genisi, 2008).

Names	South Sea cultured pearls, Australian pearls, Australia’s pearls, saltwater pearls
Countries of origin	Australia, Indonesia, Philippines, Burma, Malaysia
Places of cultivation	Protected nets in sea water
Oyster	Pinctada Maxima
Cultivation technique	Graft (in the gonad of the mollusk) of a rigid nucleus of mother-of-pearl, taken from the shell of a Megalonaia nervosa (a freshwater oyster from the Mississippi River) and a fragment of the epithelium of another oyster Pinctada Maxima.
Oyster provisions	Harvest of wild or cultivated oysters
Nuclei grafted per oyster	1
Harvest per oyster	1 to 3
Pearl growth	20 to 24 months (the growth of pearl is about 2 mm a year)

Chemical composition	84÷92% Ca CO ₃ : calcium carbonate (calcite ed aragonite), 4÷13% organic substance (conchiolin), 3÷4% water
Colors	White, cream, golden, pink, blue, silver
Shapes	Round and semi-round 10-30%, oval, button-shaped, drop-shaped 40-60%, baroque and semi-baroque 20-40%
Diameters	Around 10 to 14 mm
Luster	High
Cost	Medium-high
Availability in the market	Low due to low productive
Buying and selling markets	Tokyo, Kobe, Hong Kong, Sidney, Jakarta (Indonesia), Manila (Philippines)

TABLE 1: Main Characteristics of South Sea Pearls (South Sea Pearls, 2008)






				
10 mm	11 mm	12 mm	13 mm	14 mm
Common				Rare

TABLE 2: Dimensions of South Sea Pearls (South Sea Pearls, 2008)







					
White	Cream	Golden	Pink	Silver	Blue

TABLE 3: Indicative Colors of South Sea Pearls (South Sea Pearls, 2008)